

## Press Release

# 'UAE joins millions around the world in a Global call to end poverty'

Dubai, October 7, 2007

Hundreds and thousands of men, women and children in the UAE will join millions around the world in a Global Call to end poverty, hunger and equality. The 'Stand Up and Speak Out' campaign set to take place on Wednesday, October 17, 2007 will involve millions in their commitment to inspiring their governments to ending poverty and inequality by the year 2015.

In the UAE, the campaign, coinciding with the International Day for the Eradication of Poverty, is organised by The United Nations Development Program (UNDP) in association with the Art of Living (AOL) and the International Association for Human Values (IAHV). The event has been endorsed by Her Royal Highness Princess Haya Bint Al Hussein, UN Messenger of Peace and Chairperson of the International Humanitarian City (IHC).

Says Dr Khaled Alloush, UNDP Resident Representative and UN Resident Coordinator in the UAE, "At the halfway point towards the 2015 deadline, urgent action is needed to meet the Millennium Development Goals, and it is important that the United Nation's family plays its part in ensuring that the Goals remain high on the global political agenda. By mobilizing public awareness and support, the Stand Up initiative offers such an opportunity."

HRH Princess Haya is lending Her support and voice to this initiative, urging people in to stand up and take action in support of the eradication of poverty: "Individuals around the world have a responsibility; a responsibility to Stand up and Speak out, to support their governments in taking concrete steps towards achieving the Millennium Development Goals and people like 'you and me' really can make a difference by taking the first step, by forging partnerships with governments and community organisations, and by urging our friends, colleagues and neighbours to take action themselves."





The organizers expect that between a 100,000-200,000 people in UAE will join the millions in the United Nations Millennium Campaign (UNMC) while they STAND UP AND SPEAK OUT in support of the 8 Millennium Development Goals (MDGs). Says Sri Sri Ravishankar, 3 times Nobel Peace Prize nominee and founder of Art of Living and the International Association for Human Values, “All the nations of the world have come together and have set up eight Millennium Development Goals, and it will remain just a dream if we don’t stand up and participate.”.

In the Millennium Declaration of 2000, world leaders committed to ending hunger, providing universal primary education, ensuring gender equality, improving child and maternal health, combating fatal diseases, ensuring environmental sustainability and promoting global partnerships. Last year, 23.5 million people stood up against poverty in a 24-hour period setting a Guinness World Record. This year, more people are expected to stand up to set a new world record.

Recently, H.E. Sheikh Mohammed Bin Rashid Al Maktoum, as a global leader in demonstration of his support for the Millennium Development Goals, announced the ‘Dubai Cares’ initiative to promote primary education across the world, which received an overwhelming response from every strata of society in Dubai. The ‘Stand Up and Speak Out’ campaign will further boost UAE's support to the UN Millennium Development Goals.

The organizers are planning events across all the seven emirates and will encourage people in the nation to join others in over 100 countries around the world.

Corporations, governmental, non-governmental and educational institutions can commit to supporting this event by having their staff or students, STAND UP for 2 minutes on the day.

As a further expression of Dubai's support to the cause and in line with its role as a ‘facilitator of humanitarian efforts’, the International Humanitarian City (IHC), Chaired by HRH Princess Haya, has been lending its full support to IAHV and UNDP in promoting the event and gathering volunteers to help bring the STAND UP challenge to life in the UAE.

Says Rugmani Prabhakar, representing Art of Living and as IAHV Country Director and Country Coordinator for this event, “Those who wish to participate will follow the 3R’s: Register, Record and Report, since the numbers counted will go to add up to a Guinness Book Record of maximum number of people standing up around the world in support of this event. Participants will be sent an entire package describing the campaign procedures including 'white bands' for their group that will be distributed on a 'first come first serve basis'.

To participate in the UAE, email to ‘standupuae@gmail.com’ with details of your name, contact number, name of your organization and the number of people that you estimate will ‘Stand Up’ on the day. Telephone contact for ‘Stand Up Campaign’ are 04 3680219 and 050-4520969



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### **About the United Nations Development Program (UNDP):**

UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. They are on the ground in 166 countries, working with them on their own solutions to global and national development challenges. Progress towards the achievement, of the Millennium Development Goals, by 2015, is an integral part of UNDP's works

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### **About the International Association for Human Values:**

The International Association for Human Values (IAHV) is an NGO established in Geneva in 1997 and holds special consultative status with the Economic and Social Council of the United Nations.. Its Middle-Eastern headquarters was established at the Dubai Humanitarian City (now IHC) in 2003. Through programs educating people about shared values, the International Association for Human Values along with its sister organisation the Art of Living Foundation (AOL) has been working towards building healthy, sustainable communities in over 150 countries around the world. IAHV and AOL develop and promote programs of personal development to encourage the practice of human values in everyday life. It also has programs of community education that foster greater awareness of shared values among diverse cultures.

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### **About the International Humanitarian City:**

International Humanitarian City (IHC) is a global humanitarian and aid hub, which aims to facilitate aid and development efforts by providing local and international humanitarian actors with facilities and services specifically designed to meet their needs. An independent free zone authority created by the Government of Dubai and chaired by HRH Princess Haya Bint Al Hussein, Wife of HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of UAE, Ruler of Dubai, IHC consolidates Dubai as an essential link in the humanitarian value chain. Leveraging the proven Dubai free zone model, IHC addresses the specific needs of the humanitarian aid and development community, while grouping them in a secure environment that fosters partnerships, social responsibility and global change. By co-locating, non-profit and commercial entities are encouraged to share best practices, increase their operational efficiencies and improve institutional learning. More than 52 UN agencies, non-governmental organisations and commercial companies are currently registered with IHC. IHC is a non-religious, non-political and non-profit organisation.

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